

SUSTAINABLE MORGAN HILL



VISION

To sustain a safe, inclusive, socially responsible, environmentally conscious, and economically sound community

Choose Morgan Hill

The City of Morgan Hill is the best community for people to live, work, visit, and operate their businesses.

City Council Ongoing Priorities

- Enhancing Public Safety
- Protecting the Environment
- Maintaining Fiscal Responsibility
- Supporting our Youth, Seniors, and Entire Community
- Fostering a Positive Organizational Culture
- Preserving and Cultivating Public Trust
- Preserving our Community History
- Enhancing Diversity and Inclusiveness
- Advancing Regional Initiatives

2019-2020 Strategic Priorities

- Agricultural Preservation
- Cannabis Policy
- Community Engagement and Messaging
- Economic Development
- Financial Stewardship
- High Speed Rail
- Homelessness
- Housing
- Infrastructure
- Telecommunications
- Traffic/Transportation



2019 - 2020

STRATEGIC PRIORITIES:

Agricultural Preservation

The City of Morgan Hill will continue to proactively acquire conservation easements and implement the requirements of the Agricultural Conservation Plan and General Plan policies. Through land use policies and local funding mechanisms, Morgan Hill will diligently conserve agricultural land, encourage active production, create opportunities for locally grown food to be marketed and consumed locally, and preserve these active open areas.

Cannabis Policy

The City of Morgan Hill will evaluate the City's role and receptiveness to cannabis businesses and access. This will include reviewing cannabis ordinances from other agencies, evaluating cannabis use through the lenses of safety and access, and determining how the presence of cannabis retailers could enhance or detract from our fiscal sustainability and community character.

Community Engagement and Messaging

The City of Morgan Hill will tell our story through outreach and partnering with our community in presenting our vision, priorities, and financial needs, and by engaging citizens and business owners to find affordable and sustainable solutions. The City's communications, services, public spaces, and projects will embrace all community members as partners, encouraging public participation. We will continue to develop our connections with our local Hispanic/Latino community, finding best ways to outreach and share important community information.

Economic Development

The Economic Development efforts will focus on implementing the Economic Blueprint strategies and actions intended to foster economic growth by attracting investment, commercial and industrial development, and jobs that will ensure fiscal sustainability and vitality for the community. To convey the "open for business" attitude, the Economic Development team is executing a "Choose Morgan Hill" campaign that articulates the value proposition for attracting jobs and commercial investment in the areas of healthcare, innovation, retail, and tourism. Choose Morgan Hill is not just a slogan; it's an attitude and an approach with a clear and direct message to the development community and exceptional customer service from City Hall. The economic development effort will focus on business retention and expansion, advancing policies that help guide land use.



2019 - 2020

STRATEGIC PRIORITIES (CONTINUED):

Financial Stewardship

The City will continue to be financial stewards of its assets to ensure long-term fiscal sustainability. The City will closely manage its expenditures to maintain appropriate fund reserves. New revenue sources will be sought, including a revenue measure, to maintain or enhance the level of service as expected by the community and to complete infrastructure projects. The City will engage and partner with the community in understanding the City's financial constraints. All spending considerations will be through the lens of financial sustainability.

High Speed Rail

The City of Morgan Hill will directly advocate for our community's needs through our communications, discussions, and decisions. We will continue to engage the community, the High Speed Rail Authority, our state and federal legislators, and other regional agencies to mitigate negative impacts and convey our positions. We will strongly advocate for High Speed Rail options that will have the least negative impact on Morgan Hill.

Homelessness

The City of Morgan Hill will collaborate with Santa Clara County and the City of Gilroy to continue to build a South County homeless response system that integrates County Safety Net Services and provides rapid response to people in need. The City will continue to employ a balanced approach, offering resources and referrals to services, partnering with the faith-based community and non-profits to create limited local service points, as well as utilizing code compliance to protect private and public property.

Housing

Morgan Hill will continue improving, preserving, and creating safe, quality, rental and ownership housing in Morgan Hill for residents at all income levels. The City of Morgan Hill will proactively create and preserve affordability through a variety of programs and laws. The City will continue to respond to the new and proposed housing legislations including Regional Housing Needs Allocation (RHNA) and legislative and policy matters driven by the Committee to House the Bay Area (CASA) proposals. To the extent possible, the City will work to reconcile new housing initiatives and legislative mandates with the Residential Development Control System (RDCS), and/or explore and propose changes to the RDCS to respond to changes in the law and City growth management goals.





Infrastructure

The City will review its streets, parks, and public facilities infrastructure needs to quantify the funding gap. The City will identify potential funding options as ongoing revenue is insufficient to fund our vital community assets at a sustainable level without significantly impacting existing service levels that our community has come to expect. The City will invest in improvements to its water and wastewater systems to ensure system safety, reliability, and sustainability.

Telecommunications

The City will collaborate with the private sector to explore ways to provide fast, reliable access and wireless connectivity for residents and businesses. The 2016 Telecommunications Infrastructure and Economic Blueprint reports will be the foundation for continuing discussions with broadband providers, public utilities, and other infrastructure service providers in developing an implementation plan for growing our telecommunications infrastructure with private sector partnerships. The workplan will include reviewing opportunities to leverage City infrastructure improvements to enhance private investment in telecommunications infrastructure, updating the zoning code, designing standards for small cells, developing a master license agreement and encroachment permit process, and implementing a Dig Once Policy.

Traffic/Transportation

Morgan Hill will advocate for South Santa Clara County in regional transportation planning initiatives and actively work with the Valley Transportation Authority (VTA), Caltrain, the County, and the State to enhance service and secure funding for transportation projects and road maintenance, including County Measure B funding for the Hale Avenue extension, increased Caltrain service, and preservation of the full functionality of the Downtown VTA/Morgan Hill Transit Center. The City will advocate for electrification of commuter rail from San Francisco to Gilroy. In addition, by completing a cut-through traffic study, Morgan Hill will use the results to inform congestion management options and priorities. The City will implement Vision Zero safety strategies, providing direction for future planning, design, and development of the community. The City will take actions to implement its goal to create a culture that prioritizes safety, creates livable streets, and seeks to eliminate traffic fatalities. Safety of pedestrians, bicyclists, drivers, and passengers is paramount.



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